

Welcome to the Comfortable Zone

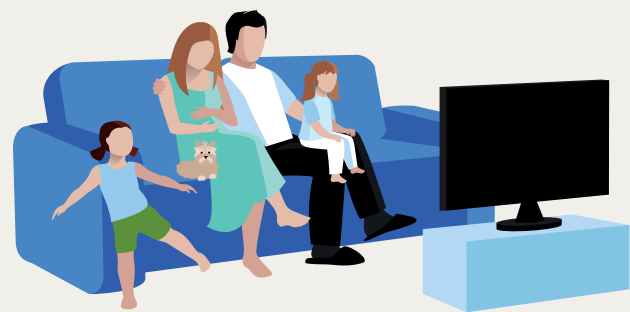
We know Irish life. We are Irish Life.



Some things in life are simply awkward and uncomfortable. We've researched family situations which make people feel uncomfortable - can you relate to these?

Family life – what makes people feel uncomfortable!

43%



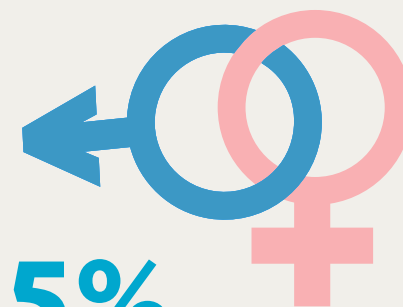
WATCHING A MOVIE WITH KIDS WITH A SCENE OF AN ADULT NATURE

35%



WHEN THEIR KIDS REVEAL EMBARRASSING THINGS ABOUT THEIR PARENTS IN PUBLIC

25%



SEX EDUCATION WITH THEIR TEENAGE CHILDREN

15%



WATCHING THEIR DAD DANCE

17%



WHEN THEIR KIDS ASK 'WHERE DO BABIES COME FROM?'



Get comfortable investing in 3 easy steps

While different things in life can make us feel uncomfortable, investing shouldn't be one of them. Get comfortable investing with Irish Life MAPS[®], multi-asset portfolio funds available on our investment plans.

Step 1



Get your investor profile

Step 2



Match to the fund that suits

Step 3



See the expected range of returns



Irish Life

Start your journey at irishlife.ie or contact your Financial Broker or Adviser